MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK 1024 – FUNDAMENTALS OF MARKETING

(All sections / Groups)

04 JUNE 2018
09.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **SIX (6)** printed pages (including the cover page) with **TWO (2) sections (A and B).**
2. Section A (40 marks): Answer ALL questions.
3. Section B (60 marks): Answer ALL questions.
4. Please write all your answers in the Answer Booklet provided.

SECTION A: 40 marks
Answer all questions.

1) Datin Jamilah purchased a newly introduced moisturising lotion. By attempting to find out if the lotion's perceived performance matched her expectations, Datin Jamilah was measuring her level of customer _____.
A) loyalty
B) satisfaction
C) equity
D) engagement
E) lifetime value

2) Which of the following concepts calls for sustainable marketing?
A) the societal marketing concept
B) the marketing concept
C) the selling concept
D) the production concept
E) the product concept

3) Hayani Store profitably appeals to families with more modest means. The retailer's approach is most likely referred to as _____.
A) mass distribution
B) cost leadership
C) consumer-generated marketing
D) target marketing
E) undifferentiated marketing

4) A _____ is purposeful, specifying what an organization wants to accomplish in the larger environment.
A) marketing strategy
B) marketing objective
C) strategic plan
D) mission statement
E) market portfolio

5) According to the BCG matrix, products or businesses with a high market share in a high-growth market are classified as _____.
A) stars
B) cash cows
C) question marks
D) dogs
E) heroes

Continued...

6) _____ is often the most difficult but most critical step in the research process.
A) Developing the research plan
B) Collecting and analyzing the data
C) Defining the problem and research objectives
D) Interpreting the findings
E) Gathering secondary data

7) Siti Zaharah, the manager of a children's boutique, collects data from her monthly records of sales, costs, and cash flow. In this case, Siti is making use of _____ databases.
A) external
B) secondary
C) historical
D) internal
E) dialog

8) According to Maslow's hierarchy of needs, which of the following is most likely an esteem need?
A) love
B) security
C) hunger
D) self-development
E) status

9) Which of the following is a psychographic characteristic of a consumer?
A) gender
B) age
C) lifestyle
D) occupation
E) economic status

10) _____ involves enlisting or even creating opinion leaders to serve as brand ambassadors who spread the word about a company's products.
A) Social marketing
B) Traditional marketing
C) Buzz marketing
D) Direct marketing
E) Values marketing

11) Which of the following is an approach where firms target a whole market based on common consumer needs?
A) demographic segmentation
B) undifferentiated marketing
C) micromarketing
D) concentrated marketing
E) geographic segmentation

Continued...

12) Hazwani Cosmetics is advertising its newest line of eye makeup. Made from all-natural ingredients, the products are hypoallergenic. Hazwani is selling the products in specially designed tubes that make application easier. Which of the following is a core customer value for Hazwani's line of eye makeup?
A) the natural ingredients
B) the Hazwani brand
C) the products' revolutionary packaging
D) the hypoallergenic properties of the products
E) the desire for having beautiful eyes

13) Which of the following statements is most likely TRUE about unsought products?
A) Unsought products are consumer products and services that customers buy frequently.
B) Marketers use aggressive advertising to convince consumers to buy unsought products.
C) Unsought products are typically purchased for further processing by industrial manufacturers.
D) Compared to convenience products, unsought products are purchased more frequently.
E) Unsought products offer many unique characteristics to status-conscious consumers.

14) Hani Skin is establishing a pricing strategy for a new mini moisturizer. The total cost to produce each unit is RM3.50. The company has decided to add a RM1.50 markup, so the unit price to distributors will be RM5.00. Hani Skin is using a ____ pricing.
A) value-added
B) good-value
C) cost-plus
D) competitor-based
E) break-even

15) There are more than 50 kailan farmers in Cameron Highlands, Pahang, that grow, package, and distribute the same quality kailan. An individual farmer cannot charge more than the going market price per unit without the risk of losing business to the other farmers. This is an example of _____.
A) pure competition
B) monopolistic competition
C) oligopolistic competition
D) a pure monopoly
E) a black market

16) Which types of stores are characterized by specialty goods for which customers need assistance and higher operating costs that are passed along to customers as higher prices?
A) self-service stores
B) convenience stores
C) full-service stores
D) discount stores
E) off-price stores

Continued...

17) Hafizz Window Concepts has introduced a new line of windows that offer the same benefits as solar panels in reducing heating and cooling costs in homes. The state-of-the-art windows will also contribute to the slowing of global warming while providing energy reliability. The company sends a team of representatives to the National Doors and Windows Trade Show to promote the new line of windows. Which promotion mix tool has Window Concepts used in this scenario?
A) crowdsourcing
B) public relations
C) advertising
D) personal selling
E) crowdcasting

18) Ammar Amin is a salesperson for Solar Panels Inc. He attends builder trade shows to identify potential customers in an effort to build long-term profitable relationships. Ammar Amin is engaging in which step of the selling process?
A) demonstration
B) preapproach
C) prospecting
D) approach
E) presentation

19) The growth of the Internet caused many traditional companies to _____ in response to customer demands and a changing marketplace.
A) use traditional direct marketing forms
B) adopt direct-mail marketing
C) use omni-channel retailing
D) develop retail transaction sites
E) expand their outside sales forces

20) WowBersih is a company that provides house cleaning services in major urban and suburban areas. Marketers at WowBersih developed a short, humorous video promoting the company's services and hope that customers who see the video will be so entertained that they will pass the video on to their friends and colleagues. The marketers at WowBersih are using techniques to facilitate _____.
A) direct-mail marketing
B) viral marketing
C) catalog marketing
D) contextual advertising
E) display advertising

SECTION B: 60 marks
Answer ALL questions.

Question 1

Consumer products are bought by final consumers for personal consumption. Describe the **FOUR (4)** categories of consumer products.

(20 marks)

Question 2

By illustrating a proper diagram, briefly describe the **EIGHT (8)** steps in the new product development process.

(20 marks)

Question 3

Explain the **FIVE (5)** promotion tools used by retailers.

(20 marks)

End of Page.